

Succession Planning Sample Communication Plan

A. **Objective:** To inform stakeholders about the purpose and objectives of the succession planning effort, and the specific contents of the organization's workforce plan.

B. **Audiences:** Employees, HR professionals, supervisors, senior management, union officials.

C. **Key Messages:**

Succession Planning...

1. Ensures the organization is able to recruit and develop in-house staff and new hires to fill each key role in the organization.
2. Analyzes key roles in the organization:
 - a. Begins with identifying key roles that may require special strategies for filling;
 - b. Identifies the challenges in staffing those roles; and
 - c. Develops strategies for meeting those challenges.
3. Is a continuous process of assessing, strategizing, acting, reviewing, revising and acting again.
4. Is strategic and dynamic. As circumstances change, key positions, and strategies for filling them, may also change.
5. Has the full support of leadership. Many will be asked to contribute to the process either directly or indirectly.
6. Involves knowing to whom questions and ideas can be directed.
7. Provides a clear timeline for the planning process.

D. **Plan Outline** (steps are shown in sequence below):

1. **Leadership:** Communicate that succession planning will begin. Provide the key messages.
2. **Leadership and Succession Planning Team:** Begin succession planning process, in conjunction with workforce planning and/or strategic planning process if that is the case.
 - a. **Planning Team:** Disseminate information to supervisors about the planning process including methodology, planning cycle, and expected results (plan content).
 - b. **Supervisors:** Use the information to discuss the planning process with employees.
 - c. **Planning Team:** Brief Human Resource Management specialists and supervisors on the criteria for identifying key positions, and engage them in providing data.
 - d. **Planning Team:** Inform stakeholders of strategy session(s), inviting participation either by responding to a questionnaire or attending the session(s).
 - e. **Planning Team:** Disseminate results/findings to supervisors.
 - f. **Supervisors:** Update employees on the process.
3. **Leadership and/or HR Director:** communicate the resulting succession plan, ensuring appropriate employees are informed of opportunities for development.
4. **Planning Team (or Leadership):** Communicate to all the timeline for maintenance and review of succession planning going forward, and with whom responsibility resides.

